

kynect ADVISORY BOARD

Education/Outreach Subcommittee

Meeting Minutes

September 24, 2015

Call to Order and Roll Call

The twenty-fifth meeting of the Education and Outreach Subcommittee was held on Thursday, September 24 2015, at 10 a.m. in Conference Room D at the Kentucky Office of Health Benefit and Health Information Exchange. David Allgood, Chair, called the meeting to order at 10 a.m., and the Secretary called the roll.

Subcommittee Members Present: David Allgood, Chair; Malea Hoepf Young; Rich Seckel (by phone); Jackie Engle; Kathy Wheeler, and Marcus Woodward (by phone). Gabriela Alcalde, Julia Costich, Tina McCormick were not present at the meeting.

Staff Present: Jean Klinge, Brenda Parker, Kasey Redmon and Vanessa Petrey.

Approval of Minutes

A motion was made to accept the minutes of the July 9, 2015, seconded and approved.

Resignation of Member

Stephen Lin of Kentucky Youth Advocates accepted as a new member to the committee. Susan Dunlap and Patty Gregory both resigned prior to this meeting. Emily Beauregard acknowledged as taking Kentucky Voices for Health seat. Jackie Engle acknowledged as representing Family Health Centers.

KOHBIE Update

Jean Klinge, Division Director, Kentucky Office of Health Benefit and Information Exchange (KOHBIE), provided an update on workshops being offered and a brief update on the agent portal. Additional one day trainings will be offered in October which will provide a deeper dive into the application process. Also, there will be kynect training specifically for kynectors and insurance agents participating at the retail locations. She discussed the kynector portal and potentially an upgrade to the overview page coming before the kynector dashboard.

Ms. Klinge provided a mobile app demonstration of how individuals will view plans and options. Members provided comments on additional information that they would like to have included in the mobile app. The App will be available for free on iTunes and Google Playstore for open enrollment. Individuals will be able to complete the application on their mobile device or tablet. In late December, the SHOP mobile tablet will be available for agents and kynectors.

The kynect retail stores are tentatively planned for Fayette Mall and Mall St. Matthews. Kiosks and enrollment events will be scheduled for the Western Kentucky Region. The stores will be staffed with KOHBIE, OATS and DCBS staff. All retail locations will be heavily promoted.

New fact sheets for early renewals, insurance terms, and dental insurance have all been loaded and are available on kynect.ky.gov. A new Cost Sharing Reduction (CSR) fact sheet is on the Healthbenefitexchange.ky.gov and KOHBIE anticipates adding an Authorized Representative and Alaskan Native/ American Indian fact sheet. All fact sheets are also available on TRIS. The ACA brochure is now available on kynect.ky.gov in 14 different languages

kynect is in the process of launching several campaigns including: rural, dental and Small Business Health Options (SHOP). The rural campaign will include print, radio and distribution of an Op Ed piece to educate individuals that kynectors will be available at the Cooperative Extension offices and that there is no longer an asset test for farmers. The dental campaign will highlight that everyone is eligible to shop kynect for a stand -alone dental plan along with the importance of maintaining dental health. The SHOP campaign will feature the new system and encourage small business owners and agents to look at SHOP plans.

Presented Popeye's Chicken video documenting an enrollment event in Louisville and a kynect quoting tool video. Both are part of the agent e-newsletter to be rolled out shortly.

Authorized Representatives

Ms. Klinge shared with members that KOHBIE would be sending out letters to Certified Application Counselor Organizations who are listing themselves as the authorized representative on cases they are associated with. Additionally, after open enrollment individuals who have an authorized representative listed in their case will also receive a letter that will further explain the roles and responsibilities. The goal is to maintain the correct use of this role in cases.

Medicaid Update

Pat Walden with DCBS and Tammy Davis with DMS provided some high level process regarding the new system enhancement for Medicaid members with incorrect addresses. Medicaid members are required to report any changes to their case including their mailing address. Members asked specific immigration questions that were identified and decided to schedule a meeting outside of the subcommittee meeting. Pat Walden mentioned that in January 2016, all case workers will be working out of one system which will streamline many program processes.

Other Business

Open enrollment post cards will be mailed out on Sept. 30th or Oct. 1st. The Governor will also be sending out a letter in Mid-October. The open enrollment notices will go out on Oct 22nd. Due to time constraints, Release 5 will be discussed in the next meeting.

New Business

The next meeting of the subcommittee is tentatively scheduled for Oct. 20, 2015 at 10 am.

Adjournment

The meeting was adjourned at 11:30 a.m.